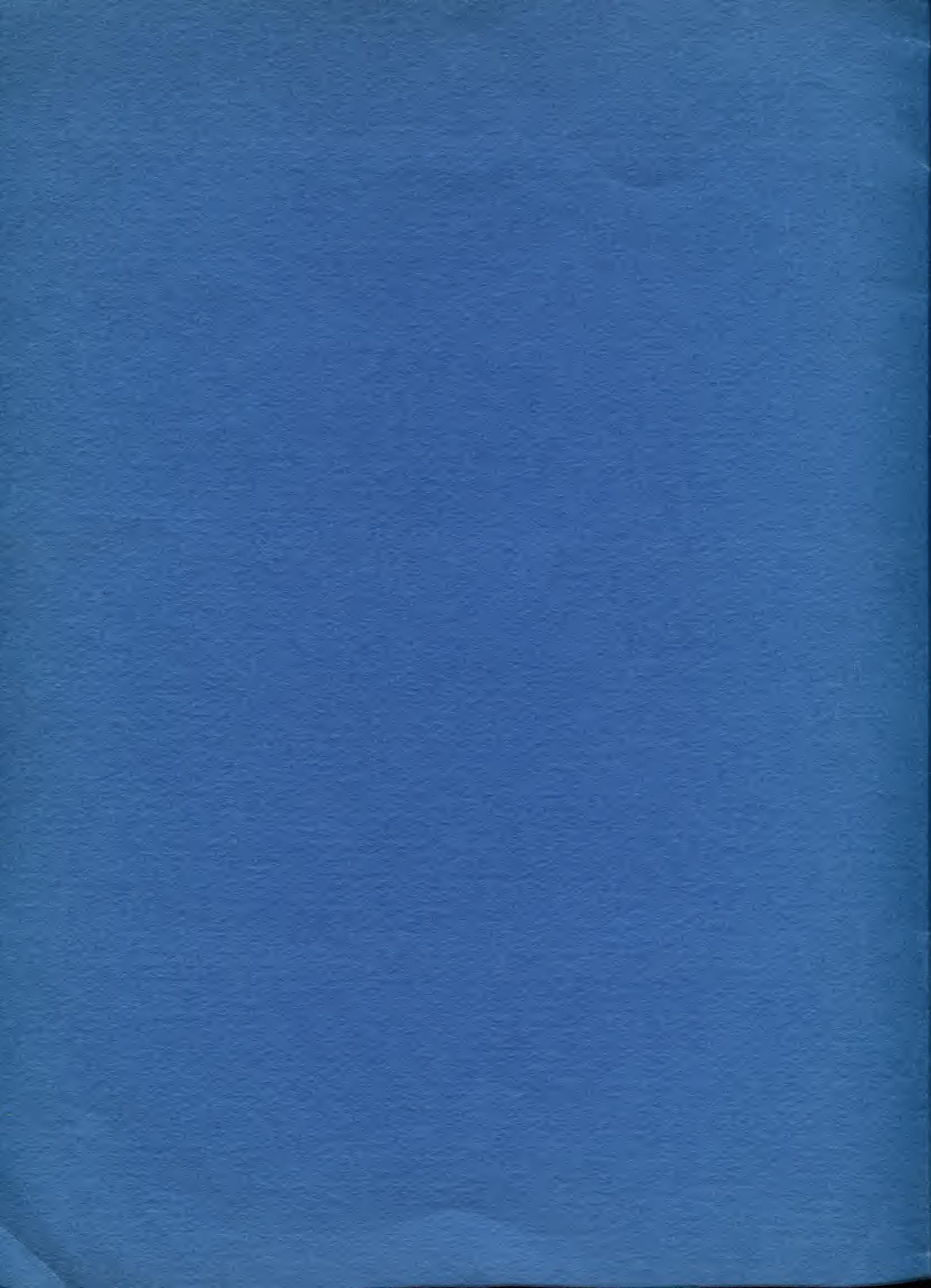

**Some Reasons WHY
Printers Prefer
LUDLOW**



Some Reasons Why Printers Prefer

LUDLOW

Reprints of a series of trade journal advertisements telling in a graphic way of the advantages of the Ludlow system of job and display composition, particularly in comparison with the use of single types for like purposes . . . we stand ready to prove by an actual demonstration any of the statements made . . . and further information on any point will be gladly provided on request.

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago, Ill.



Composing Room TRAGEDY!

Here's composing room tragedy for you! Presses waiting...copy marked RUSH RUSH RUSH... and the last "o" is gone! Sure... this is the big customer who specified the face to be used... 'phoned in the rush copy... said "no proof wanted." But that's always the way.

You know what happens then. The comp has to rob a standing form to get those vital "o's"... and that means delay and future trouble.

This cannot happen in a Ludlow-equipped plant. For its composing room takes rush jobs or "run-of-the-hook" jobs in stride, with the help of the Ludlow. And while it is tragic to run out of type at a critical moment,

it's expensive to do so at any time.

But who can foretell just what sizes and faces will be required by copy demands which must always remain unpredictable?

Then why not meet this situation the logical Ludlow way? With Ludlow matrices you can set any amount of composition in any specified size or face. And not only is your type supply unlimited, but the whole expense of type making is included in the productive composition time—which still is less than that required to set and make up single types!

Get the facts. Ask for details and for specimen sheets showing modern and traditional Ludlow typefaces.

Ludlow Typograph Company

Set in Ludlow Karnak Black Italic and Karnak Intermediate

2032 Clybourn Avenue, Chicago, Ill.

Who is
paying
for
this?



Somebody Loses—Nobody Wins in this game of "Picking for Sorts"

This compositor was right in the midst of setting a big broadside when his type supply ran short. Now the hunt is on. Where will he find the letters he needs? Try this form . . . No, not there . . . Try that form . . . Guess again . . . Try another!

So it goes. It's "time-out" for looking for type. And somebody is paying for it! Either you take less profit or penalize the customer. No matter which course you choose, it's going to come out of your pocket sooner or later. Allow for it in the estimate and you may lose the job. Buy more type, and it costs you money. Add it on the bill somewhere, and the customer will complain.

Even if the compositor is lucky enough to find letters that he can pick right away,

what have you got? A lot of picked forms, hard to distribute, partly pied, or some that will have to be rejustified or reset before they can be used again for printing. And that, again, means more time lost.

Of course, this can't happen if you are using the Ludlow system. Your compositor has an unlimited type supply at his command. No need to "favor" certain fonts because letters are short, or used in other work. No lost time—no wasted effort. Any job or advertisement, or any number of them can be set in the widest selection of typefaces and sizes without endangering the supply.

Consider the advantages to your plant of having a type supply that can never run out. Write today for full information.

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE

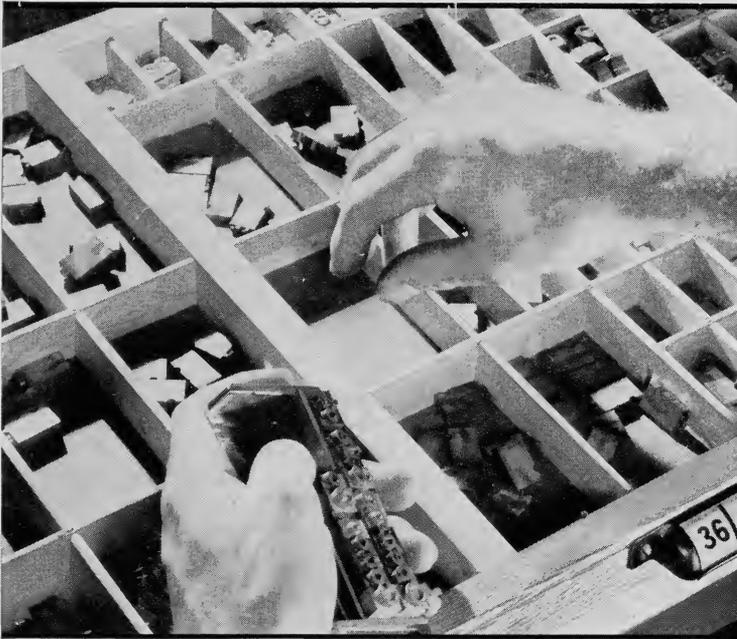
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CHICAGO, ILLINOIS

Set in the Ludlow Tempo family



"Out of Sorts" means "Out of Pocket"

Only with Ludlow can you gain ALL these advantages

Type supply that never runs out
Up-to-the-minute typeface designs
Wide selection of faces—full size range
No worn or broken letters
Used effectively by any competent compositor
Instant change of size and face
Faster setting—matrix "gathering"
Easy alignment of different sizes
Rapid and easy spacing
Economies of all-slug make-up
Multiple forms by recasting slugs
Self-quadding and self-centering
Long lines with single justification
Unbreakable italics and scripts
Slugs withstand severe molding pressure
No work-ups on press—low quadding
Accurate slug-height reduces makeready
Surfaced slugs for quality printing
Forms once corrected stay correct
Simplicity of mechanism and operation
Economical ruleform composition
All operating time chargeable
Economy of floor space
Low-cost PROFITABLE composition

You can't make a profit out of time lost due to type shortage. When you're out of sorts you're out of luck, for lost time is lost money. Remember, when you rob a form for sorts you're robbing yourself. And how many times this happens!

Jobs and ads nearly complete... then empty letter boxes. You know the story all too well! Expensive re-setting or "setting type with tweezers." Costly non-productive time runs on when type runs out.

Losses from type shortage are entirely eliminated in the Ludlow-equipped plant for there is no such thing as "running out of type" with new sluglines cast as needed from handset matrices. Rush job or "run-of-the-hook"—it makes no difference. Every needed character in every face and size is always ready

to the compositor's hand—an inexhaustible supply.

With Ludlow speed-set matrices, any amount of display and job composition in any specified face or size can be produced direct from hot metal, with the entire expense of typemaking and distribution included in the chargeable time. Yet this time is less than that required to set and make-up single types because of numerous economies and short-cut production methods exclusive with the Ludlow system.

There is more to the Ludlow story than this. The cost of getting forms on the press and running is what counts today. Cost is of vital importance and interest to the profit-minded printing plant executive.

Write today for full information regarding Ludlow economies.

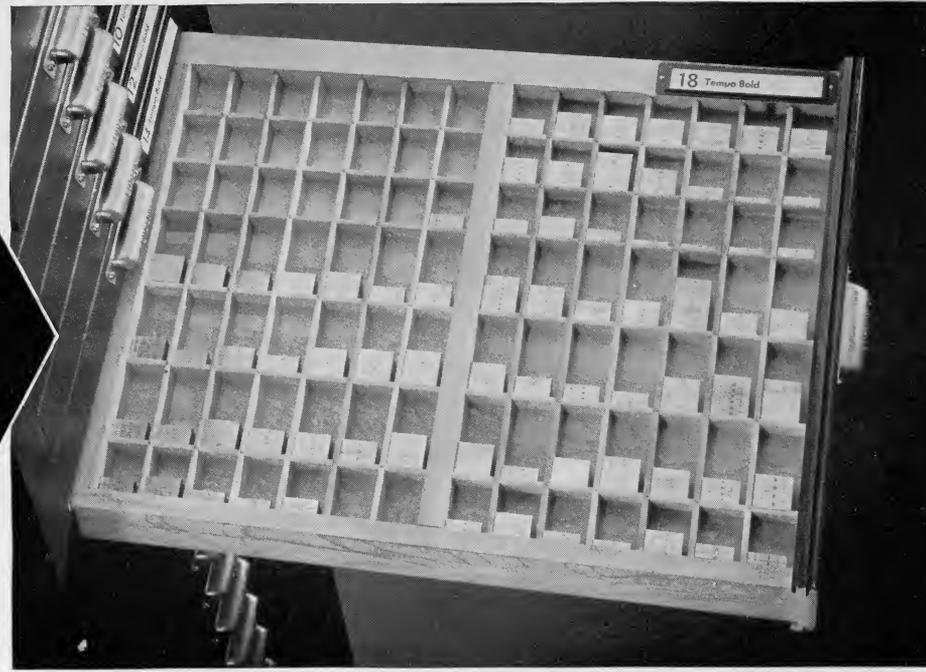
LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue + + + Chicago, Illinois



**Single type
enough for
4 average ads**

**Ludlow matrices
enough for 4000
ads—or more**



WHATEVER a printer may think of the advantages or disadvantages of single types, one stubborn fact is beyond argument. Type supply, however generous, is always liable to run out in the face of unpredictable demands.

And, in the very nature of the printing business, type demands are unpredictable. No printer can tell today the size and face for which there may be heavy demands for next month's job and display composition.

The hazard of type shortage—involving added expense, or delay in delivery, with consequent disappointment to the customer—is always present.

There is but one insurance against this hazard—the provision of matrices for setting job and display composition. This method, pioneered by the Ludlow, has banished

the bugaboo of type shortage for thousands of printers, substituting in its stead a sense of comfort and a confidence that any job may be undertaken, without risk of compositors reaching for letters that are not there.

The Ludlow system of setting matrices by hand and casting lines in slugs also brings to printers complete freedom to hold forms profitably for reprint. It makes it possible to set jobs in multiple, cutting down the press run and utilizing the full capacity of press beds.

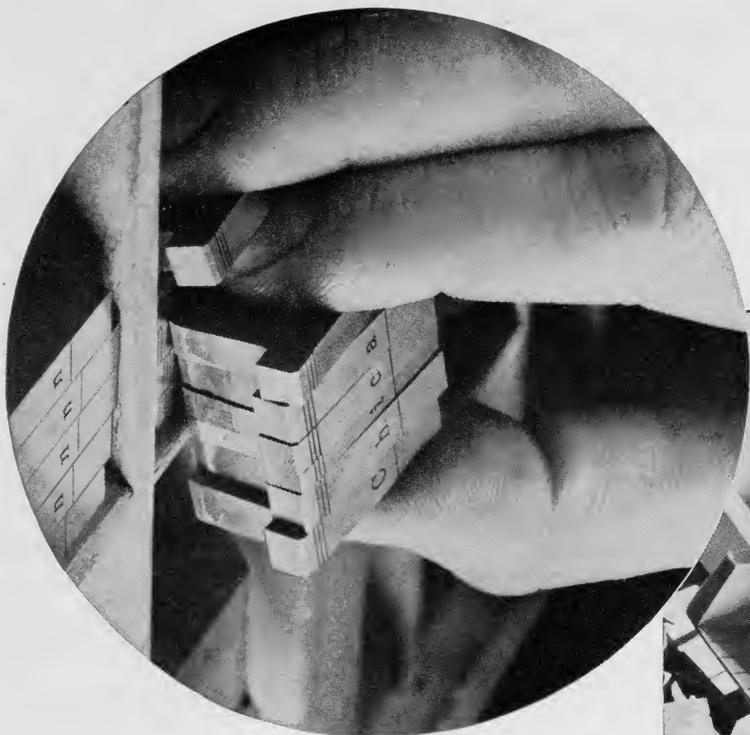
And, in addition, it provides the most economical—and therefore the most profitable—method of setting run of the hook job and display composition.

Write us today for information of other advantages of the Ludlow system of hand-set, slug-cast composition.

LUDLOW TYPOGRAPH COMPANY

Set in members of the Ludlow Tempo family

2032 Clybourn Avenue + + + Chicago, Illinois



Lost Motion is Lost Profit

A time study in close detail of the operations required in setting single types as compared with Ludlow composition brings out facts which are often surprising.

In setting single types, the compositor must pick up each character separately from a jumbled pile, turn the nick and face of each into position, and carry it to the stick. A seven-letter word, for example, requires that seven individual pieces be picked up one by one and turned into position, and that seven different trips be made back and forth between case and stick.

The Ludlow line-composing operation is quite different. The broad, flat matrices are "gathered"

—six or seven in a group—in continuous travel directly from one compartment to another, and then transferred to the stick at one time. The operation can best be described as that of single type distribution in reverse; in fact, Ludlow matrices can generally be gathered as rapidly as single types can be distributed. The time-savings in this, and in spacing and justifying lines, coupled with the recognized economies of all-slug make-up and the many other Ludlow operation features all add up to consequential savings and increased profits.

Ludlow offers both a saving in time and a definite improvement in typographic quality—both important factors in maintaining a profitable business. Let us send you complete details regarding these economy and quality-producing features.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago, Ill.

Set in Ludlow Radiant Heavy and Radiant Medium



Why do it the hard way?

Spacing a line of single types and justifying it "tight-to-lift" in a workmanlike manner is a difficult and painstaking job. The method is one of "trial and error" and the spaces, which are the units most frequently used in composition, are the most difficult to get at and handle, for many of them are mere slivers of metal with their tops far below the level of the letter characters. The difficulty of reaching and handling these spaces is graphically symbolized by the tweezers, which were once an indispensable item in the compositor's equipment.

It's no wonder that spacing has consumed much of the time and effort put into the composition of single types.

Ludlow solves the spacing problem simply. With the Ludlow system of job and display composition, spaces have most logically been made the easiest units in the line to get at and to handle. The "ears" on Ludlow spaces protrude beyond the ears of letter matrices, making it exceedingly easy to pick them out,

or remove them. In fact, a Ludlow compositor often inserts a handful of spaces one at a time between words or characters and removes several from a line in a single operation.

In addition, Ludlow spaces require far less handling, because of simplicity of spacing and justification. "Tight-to-lift" becomes an obsolete phrase, for every line is cast as a solid slug of accurate length. And spacing is further simplified by the use of one set of "man-size" space matrices for all sizes from 6 to 48 point.

Ease of spacing is only one of the many reasons why Ludlow hand-set, slug-cast composition can be produced so rapidly. The gathering system of matrix assembly, and all-slug make-up and handling still further reduce the time consumed in getting a form to press.

These and other time-saving, profit-earning features help the Ludlow-equipped plant outstrip competition from shops depending upon single types. You will find it well worthwhile to investigate fully the advantages to be gained from Ludlow operation.

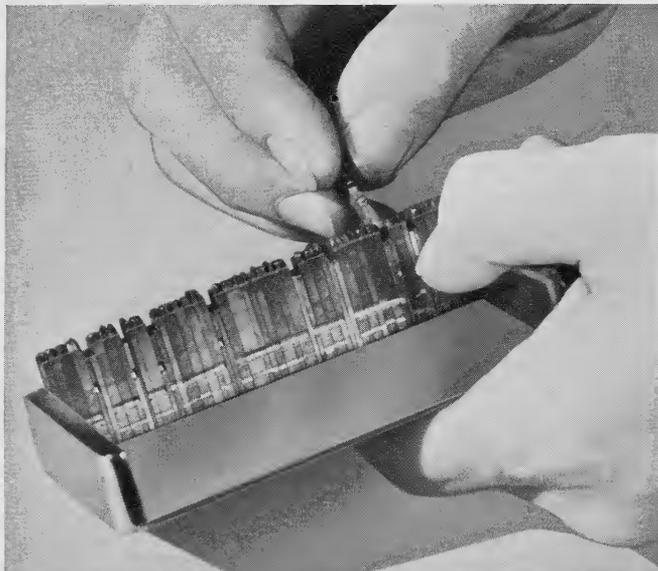
Full information about Ludlow economies, and specimens of the latest Ludlow typefaces will be gladly sent on your request.

LUDLOW TYPOGRAPH COMPANY

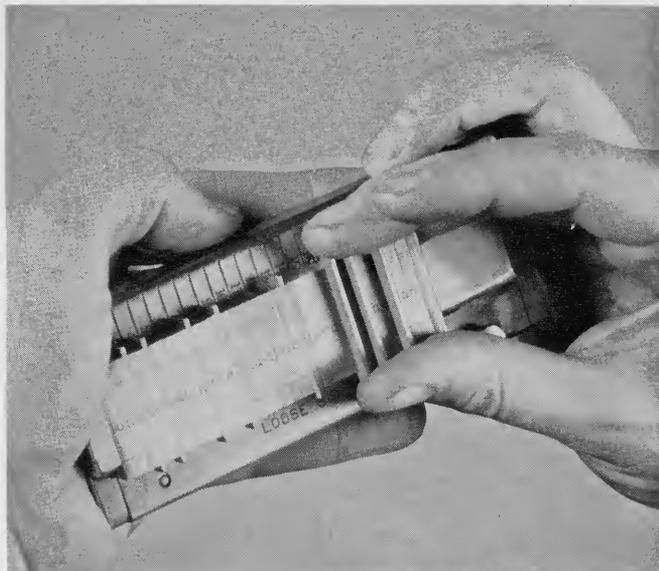
Set in Ludlow Hauser Script and Tempo Bold

2032 Clybourn Avenue + Chicago, Illinois

One Reason Why Ludlow saves so much time



Spaces hard to get at . . .



Spaces easy to get at . . .

In the composition of single types, it is the spaces which have to be handled most frequently in setting and justifying a line. Yet these spaces are far below the face of the line and are the hardest units in the line to get at.

With the Ludlow system of job and display composition, the spaces are, quite logically, the easiest units in the line to get at and handle. The "ears" on the spaces protrude beyond the ears on the letter characters, making it exceedingly easy to insert, adjust or remove them. As a matter of fact, a Ludlow compositor can often remove two or three spaces between words at a single operation.

In addition, Ludlow spaces require less handling, for spacing and justification

are far simpler. Because the line is cast in a slug of accurate length, "tight-to-lift" spacing, which requires much time and effort, is entirely eliminated.

The ease of spacing is one reason why Ludlow composition can be produced in so short a time. The gathering system of matrix assembly, and all-slug handling and make-up still further reduce the time consumed in getting a form to press.

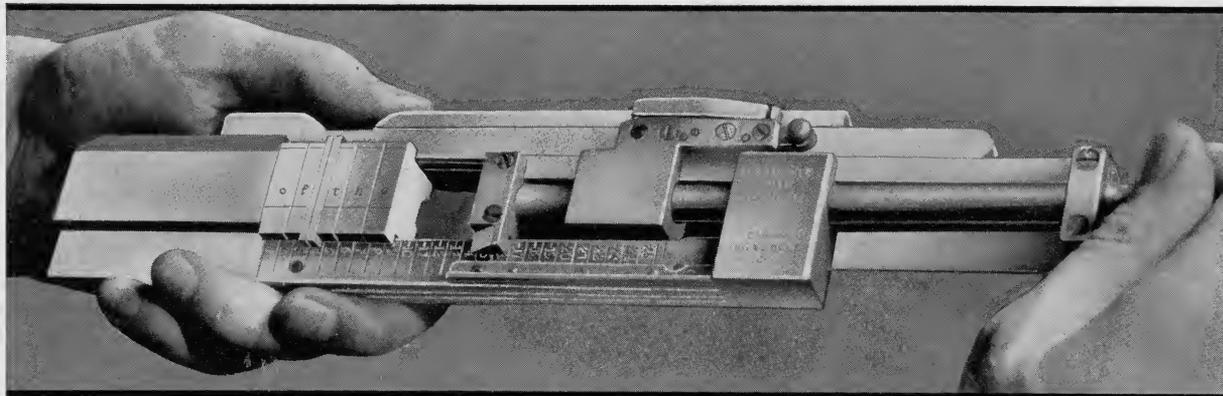
Many printers have sincerely said that they "couldn't get along without the Ludlow." Their reasons were manifold. A wealth of data is available to the printer looking for a solution of composing room problems, seeking to expand his business, and step up his profits. Write for this information at once. No obligation!

LUDLOW TYPOGRAPH COMPANY

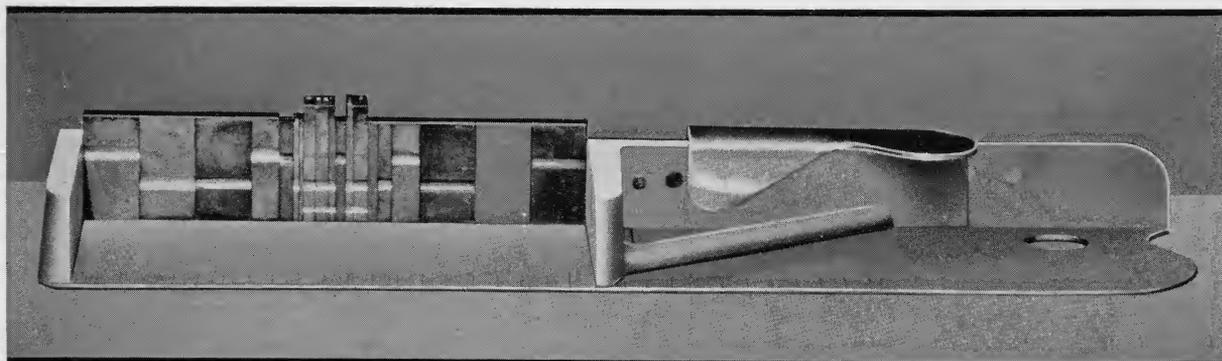
2032 CLYBOURN AVENUE + + + CHICAGO, ILLINOIS

Set in members of the Ludlow Karnak family and Hauser Script

For setting centered lines— which way is easier?



The Ludlow Self-Centering Matrix Stick, with the slide being pushed up against the matrices



A compositor's stick, with a typical centered line set in single types

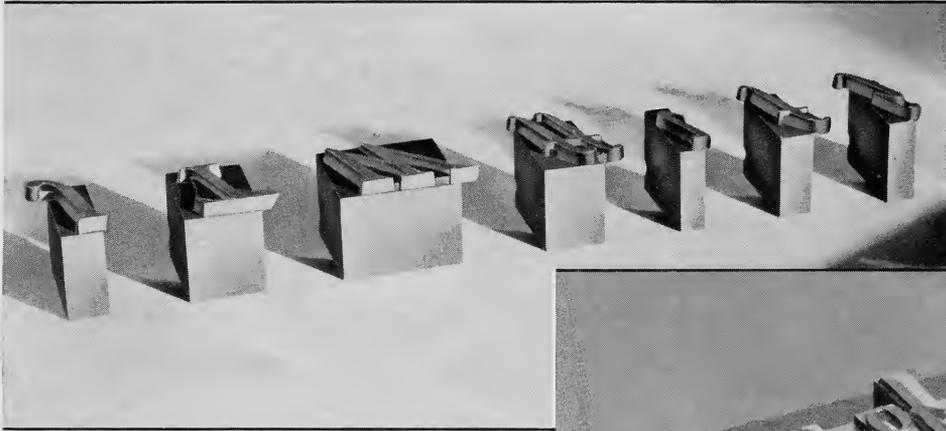
WITH single types, with the stick set to measure, the compositor picks up the individual letters and puts them in the compositor's stick one at a time, then makes successive additions of spaces or quads, first on one side and then on the other, until the line is completely filled out; he then inserts hair spaces to justify the line "tight to lift."

WITH the Ludlow Self-Centering Matrix Stick, set to any desired measure, the compositor gathers the typeface matrices and drops them into the stick, adding only the spaces between words, and then merely pushes up and locks the slide against the matrices. The typeface matrices automatically center accurately on the measure.

The Ludlow Self-Centering Matrix Stick, providing ease of centering and of quadding out flush-left and flush-right lines, is only one of the many profit-earning features of the Ludlow system of hand-set, slug-cast composition. Write us today for complete information.

Ludlow Typograph Co. 2032 Clybourn Ave.
Chicago + + Illinois

Set in members of the Ludlow Karnak family



Ludlow Unbreakable Italics

—a new slant on an old problem

Spirited italics and attractive scripts are universal in their appeal. When they are specified in layouts, everyone is pleased except the printer who attempts to set and print them from single types.

Broken kerns in italic and script composition are inevitable when printing from single types. If the kerns do not break in the first proofing, they break off in planing down—or worse yet—during the press run.

These difficulties are not surprising, for overhanging kerns are fragile at best. And as every printer knows, it is seldom that more than a few words can be set from a case of single types because, all too often, there are more letters with broken than with unbroken kerns. It's no wonder he substitutes more robust typefaces whenever he can, and regards italics and scripts as troublesome and impractical.

But the Ludlow way of handling composition, scripts and italics are just as practical and as easy to use as the most commonplace typeface in the plant. Lud-

low provides the ideal way of setting script and italic faces of full-kerning design, no portions of which can break off in setting or during the longest press runs. Being cast on a solid slug from slanting matrices, all portions of the letters have full support. Their strength is such that they stand up even under the most severe dry mat pressure.

Contrast the sturdy, one-piece web of metal in the line of script as cast on the Ludlow slug with the delicate overhanging kerns of the single types illustrated above and you will see how and why Ludlow has solved the age-old problems involved in italic and script composition. Worry, expense, and limitation of use occasioned by the fragile kerns on single types can be eliminated forever by installation of the Ludlow system of job and display composition. And with this advantage go many others equally important in improving composition facilities and cutting operating costs. Full information will be gladly sent upon request.

Only with Ludlow can you gain ALL these advantages

- Type supply that never runs out
- Up-to-the-minute typeface designs
- Wide selection of faces—full size range
- No worn or broken letters
- Used effectively by any competent compositor
- Instant change of size and face
- Faster setting—matrix "gathering"
- Easy alignment of different sizes
- Rapid and easy spacing
- Economies of all-slug make-up
- Multiple forms by recasting slugs
- Self-quadding and self-centering
- Long lines with single justification
- Unbreakable italics and scripts
- Slugs withstand severe molding pressure
- No work-ups on press—low quadding
- Accurate slug-height reduces makeready
- Surfaced slugs for quality printing
- Forms once corrected stay correct
- Simplicity of mechanism and operation
- Economical ruleform composition
- All operating time is chargeable
- Economy of floor space
- Low-cost PROFITABLE composition

LUDLOW TYPOGRAPH COMPANY

Set in members of the Ludlow Eusebius family

2032 Clybourn Avenue

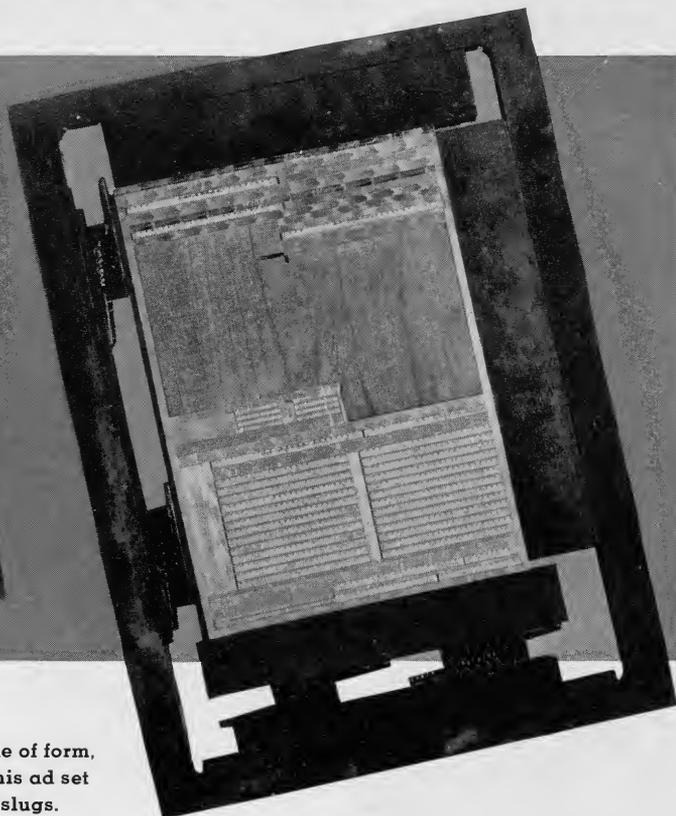
Chicago, Illinois

1715 PIECES *here*

ONLY 121 *here!*



ABOVE—
Bottom side of form,
showing this ad set
in single types.



RIGHT—
Bottom side of form,
showing this ad set
in Ludlow slugs.

No Work-ups with LUDLOW Composition

Every printer knows the bugaboo of work-ups, the confounded nuisance of spaces and quads that show their smudgy faces in the finished job. Too often, they make it necessary to re-print the entire job at a total loss.

It is not surprising that work-ups and pull-outs occur, when a form is made up of a multitude of tiny pieces, requiring an almost impossible perfection of justification for lock-up to hold them in place.

With Ludlow hand-set, slug-cast composition, you have none of this. There are no separate single spaces and quads to work up,

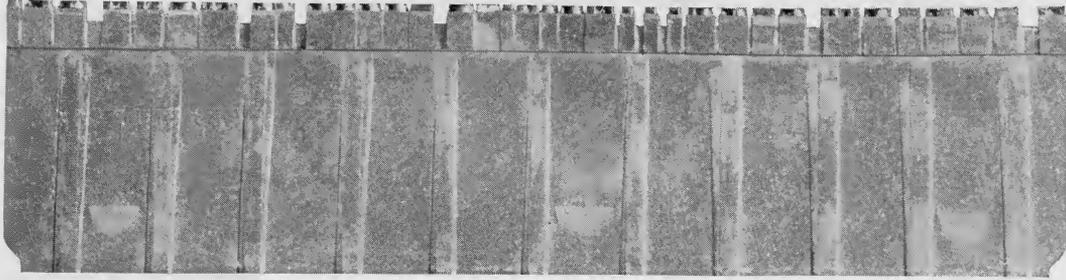
because all spaces in a line are cast with the type on a slug. It is thus possible to run presses faster and to eliminate electrotyping ordered only as a precaution against work-ups.

But insurance against work-ups is only one of many advantages of the Ludlow system of composition, which cuts costs all over the job ticket. Its convenience and simplicity make the compositor's time more productive; accuracy of the slugs in height-to-paper enable the pressman to make-ready a job faster and easier. Investigate the far-reaching economies of the Ludlow system. Write to us for details.

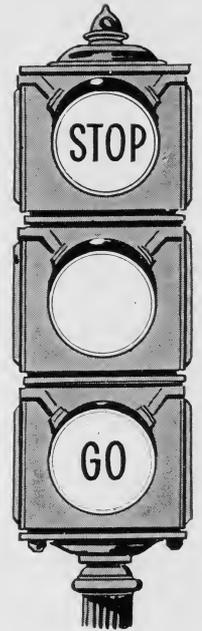
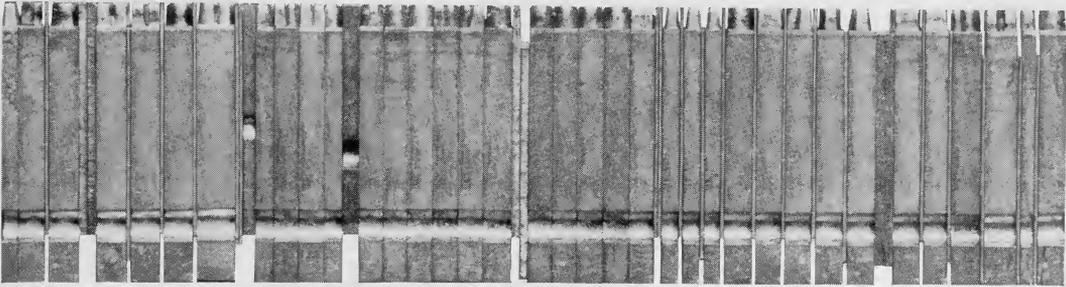
Set in members of the Ludlow
Karnak family and Mandate

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE + + CHICAGO, ILLINOIS

A LUDLOW SLUG... Nothing Loose to WORK UP!



SINGLE TYPES... Loose Spaces that WORK UP!



Stop and Go Presswork

**Only with Ludlow
can you gain ALL
these advantages**

- Type supply that never runs out
- Up-to-the-minute typeface designs
- Wide selection of faces—full size range
- No worn or broken letters
- Used effectively by any competent compositor
- Instant change of size and face
- Faster setting—matrix "gathering"
- Easy alignment of different sizes
- Rapid and easy spacing
- Economies of all-slug make-up
- Multiple forms by recasting slugs
- Self-quadding and self-centering
- Long lines with single justification
- Unbreakable italics and scripts
- Slugs withstand severe molding pressure
- No work-ups on press—low quadding
- Accurate slug-height reduces makeready
- Surfaced slugs for quality printing
- Forms once corrected stay correct
- Simplicity of mechanism and operation
- Economical ruleform composition
- All operating time is chargeable
- Economy of floor space
- Low-cost PROFITABLE composition

Do work-ups haunt your pressroom? Every printer knows that so long as there is a single line of single types in a form, there is danger of spaces and quads riding up at any time during the press run. And this in spite of care and time lavished on justification of the form by compositors and stonemen.

Work-ups exact their toll in constant watchfulness, reduced press speeds, in "Stop and Go" presswork while forms are repeatedly unlocked and spaces and quads pushed down, and in spoiled work which has to be reprinted.

In every pressroom running from forms set in whole or in part in single types, it is a constant problem

to keep spaces in their right places and below the printing surface. The replacement of all lines of single types by Ludlow-set sluglines solves this problem successfully. With letters and spaces cast in a solid slug there simply are no loose spaces to work up and mar the appearance of an otherwise well-printed job.

Here is a definite time-saving, cost-cutting feature which every Ludlow user enjoys—a feature which exerts an advantageous influence on profits. And there are many other ways in which the Ludlow turns lost time into production. Full information regarding the economy and efficiency of the Ludlow will be gladly sent upon request.

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue

+

+

+

Chicago, Illinois

Set in members of the Ludlow Tempo family and Ludlow Condensed Gothic

W NEW
H NEW
Y NEW
M NEW
A NEW
K NEW
E NEW
- NEW
R NEW
E NEW
D NEW
Y NEW
? NEW



W 800,000 impressions
H 240,000 impressions
Y 900,000 impressions
M 600,000 impressions
A 425,000 impressions
K 132,000 impressions
E 1,150,000 impressions
- 73,000 impressions
R NEW
E 255,000 impressions
A 160,000 impressions
D 235,000 impressions
Y NEW
? 65,000 impressions

Above illustration from an unretouched photograph

Why Make-ready?

Notable savings in make-ready expense are made possible by the Ludlow system of hand-set, slug-cast composition.

For the face of Ludlow slugs is, of necessity, newly cast for each job. Each slug is trimmed at the foot while the face of the slug is still in the matrices, resulting in accurate height-to-paper of every slugline.

Accuracy in the height of each letter in the line is assured by the high degree of precision insisted upon in the manufacture and inspection of Ludlow matrices. Every character, therefore, meets accurately the impression cylinder or platen, with the minimum of make-ready required.

Single types in the case in the average printing office must, of necessity, vary in height from letter to

letter, according to the amount of wear which each letter has undergone. One letter may have run 600,000 impressions in a dozen different jobs on stock from the softest to the hardest and with varying squeeze, while the letter next to it in the line may be virtually new.

Too well the printer knows that these differences in the height-to-paper of the pieces of type forming a line require laborious spotting-up in make-ready—which runs rapidly into time and money, causing expected profits to dwindle if not to disappear entirely.

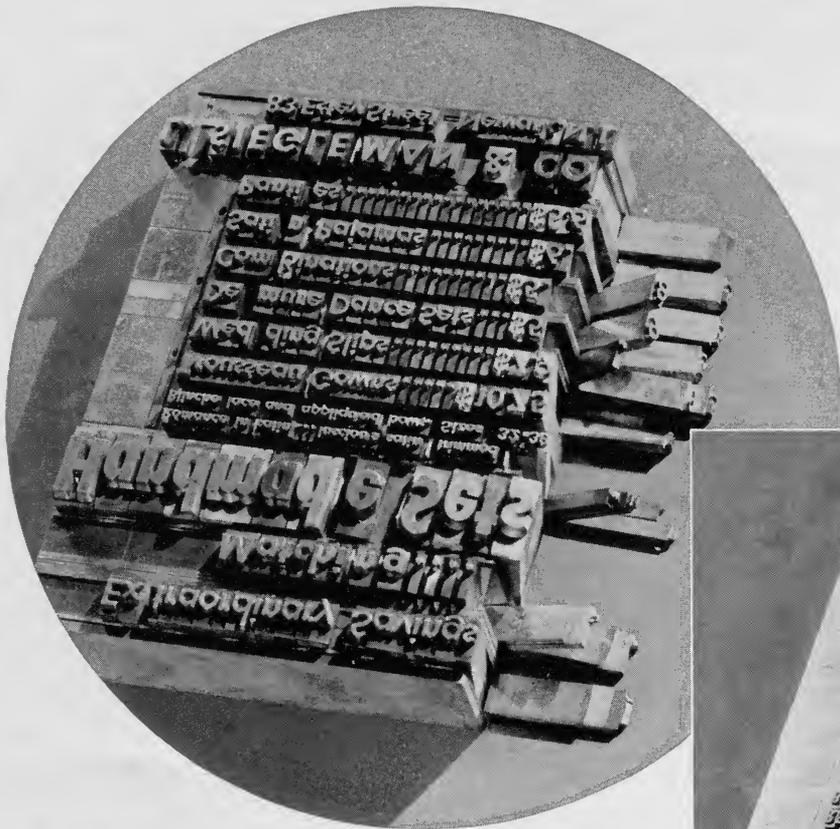
It is common sense to start with a form which is type high. Ludlow offers the ideal means of producing it in the field of job and display composition.

Full information regarding this and other profit-making features of the Ludlow will be sent on request.

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE + + + CHICAGO, ILLINOIS

Set in members of the Ludlow Karnak family



Pi!

Fear of pied type hangs heavy over composing room and pressroom alike in plants dependent on single-type composition. Miles of twine, locking galleys, slanting banks, and locked-up forms—all to no avail when the inevitable "accident" happens. When time is at a premium, the rush job is all too frequently scattered over the stone, because printers are not always fast and cautious at the same time.

You can't pi a line of Ludlow. Lines are cast in solid slugs—nothing to drop out or fall over. Once OK'd, the form stays that way without a chance of transposed letters or spaces. And composition produced in slugs is far easier to make up and to handle on the stone.

Sharp, new sluglines, requiring little make-ready and simple handling, are a joy to the pressroom. After the form is on the press, there need be no fear of work-ups or pull-outs.

Storage is simple with Ludlow composition.

.... It could not happen
with Ludlow composition

No elaborate precautions need be taken. The form will be ready for the next printing, complete, without missing letters or pied lines. And best of all, only metal poundage is tied up in storage, the resources of the composing room remaining unimpaired.

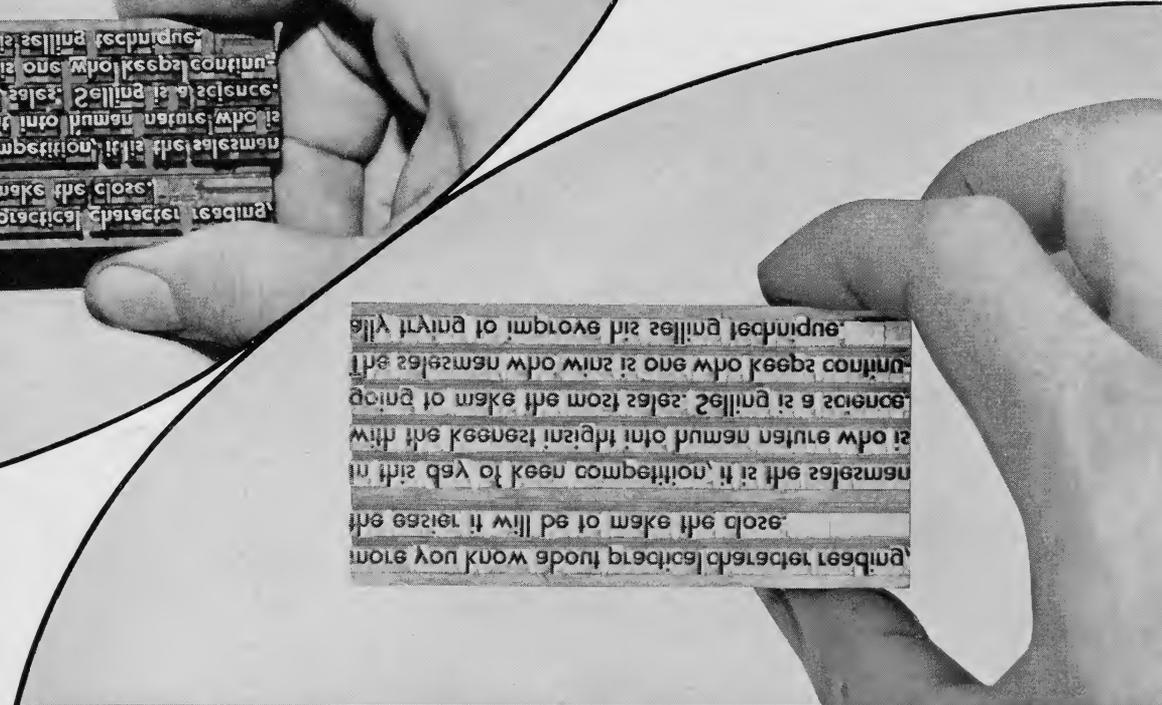
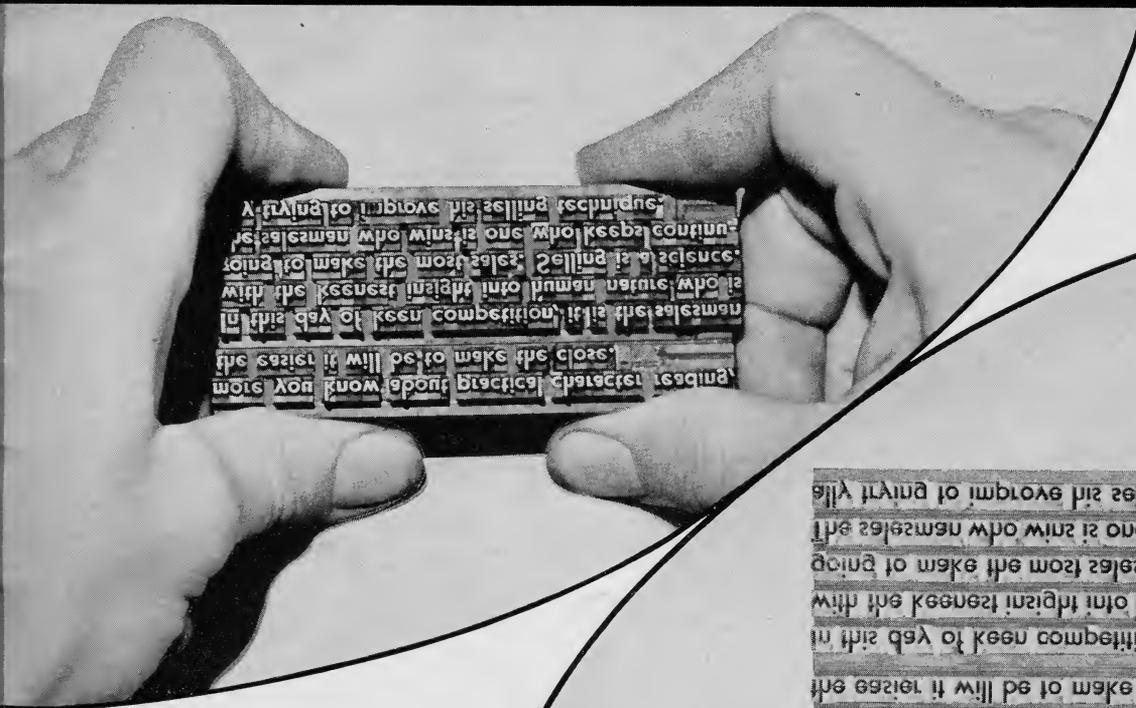
These are only a few of the many reasons why job and display composition produced with the Ludlow is more economical and satisfactory. The whole story is yours for the asking.

Ludlow Typograph Company

2032 Clybourn Avenue
Chicago + + + Illinois

Set in members of the Ludlow Kamak family

Single types must be handled with utmost care



Ludlow slugs require no special care in handling

Ludlow slugs handle with ease!

What a difference there is in the comfort and safety of moving a group of Ludlow slugs from one place to another as compared with the hazards and difficulties involved in transferring a block of single type composition from galley to form! Every printer knows the great improvement in ease and rapidity of handling which takes place when a job is changed over from single types to all-slug composition.

In Ludlow composition, the lines are in solid pieces which cannot pi. With single types, every line is made up of a multitude of small metal pieces, many of them as thin as slivers.

The fear of impending pi is portrayed by the death-grip a compositor takes on a block of type

before raising it off the stone. Contrast this with the easy nonchalance of a Ludlow operator tossing a correction line to the lock-up man.

Once proofread and corrected, Ludlow-set lines stay correct. There are no loose commas to slip off the end of lines, no price figures which are liable to get transposed, and cause no end of trouble.

But, better yet, Ludlow all-slug composition is the most economical job and display composition, the ease and speed of setting combining with the ease and speed of make-up, to build a higher percentage of profit to the printer.

Write us today for information regarding the advantages of Ludlow hand-set, slug-cast composition.

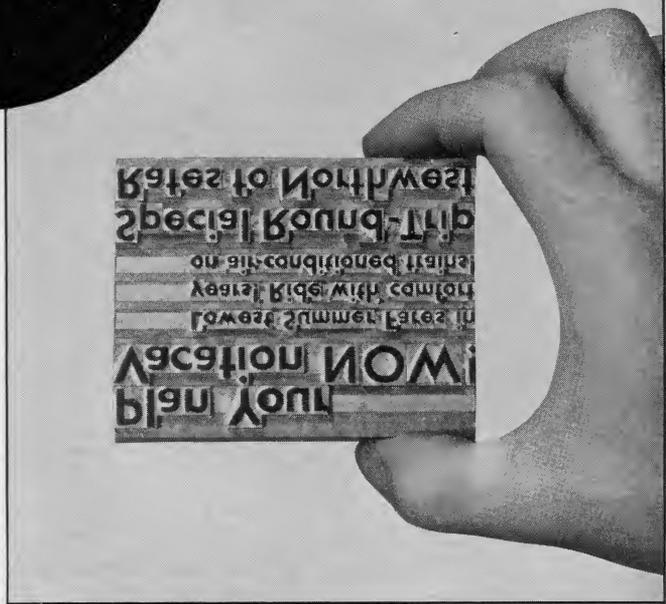
LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue

Set in members of the Ludlow Tempo family

Chicago, Illinois

Which?



What a difference there is between the handling of Ludlow all-slug composition and composition set in single types! From the moment the first letter is set in type until the job is off the press, it's a never-ending, time-consuming battle of wits to keep single types in their proper places. And this added care in handling costs real money!

You don't have to be careful in handling Ludlow sluglines. You don't even need to tie up forms for proofing or transferring from galley to stone. Once proofread and corrected, Ludlow-set lines stay correct. There are no loose commas to slip off the end of lines, no price figures liable to be transposed, and no work-ups of quads and spaces.

Nobody questions the superior ease of handling slug composition. To gain the full-

est benefits and economies, every last line should be slug-cast, leaving nothing to chance. The Ludlow system provides the variety of faces, the range of sizes, and speed of setting which makes it the one best way to set job and display composition.

Write us today for information regarding the advantages of Ludlow hand-set, slug-cast composition and for proof of the economy of operation with the Ludlow system.

Ludlow Typograph Company 2032 Clybourn Avenue + Chicago, Illinois

Set in Ludlow Karnak Intermediate and its Italic

